HandsOn®
The Newsletter of the American Massage Therapy Association
September/October 2004

AMTA To Implement Streamlined Member Classification Restructure

In July, all members received a letter from AMTA President Laurel J. Freeman (FL) announcing a streamlining of several AMTA membership classifications. This restructuring will especially help students and those just establishing their practices to get more AMTA member benefits earlier in their careers.

She also announced that AMTA will keep national dues for Professional Active members at the same level for the 24th year in a row! Professional Active membership will be open to graduates of any 500 in-class hour massage therapy training program.

The streamlining of membership classifications will take effect for *existing* members renewing after December 31, 2004. The more-inclusive requirement for *new* Professional Active members and new classifications will go into effect for those new members who join AMTA on or after December 1, 2004.

If you have questions about how the membership restructure affects your membership, check out the AMTA Web site at: www.amtamassage.org, or contact Member Services at the National Office: 847-864-0123.

2nd Annual CVOP Meeting Energizes Chapter Leaders

Camaraderie, learning and sharing were in full force once again this year, at AMTA's 2nd annual Chapter Volunteer Orientation Program (CVOP). Last July, 79 volunteers from 49 chapters came to Evanston, Illinois, to better understand their roles and responsibilities. The overall goal of the meeting is to increase the members' chapter experiences.

Most participants were first-timers, such as Susan Olson (TX), third vice president. "CVOP far exceeded my expectations," she says. "To learn about leadership and how to build a strong team for the current and future growth of our organization and have a good time while doing it…what more can a person ask? I walked away with many new friends and a common shared vision," she says.

Once again this year, participants helped develop the curriculum by noting the topics they wanted to give their expertise to. In Friday's sessions, CVOP attendees learned about association basics, legal and financial obligations, insurance and AMTA's Future Directions. On Saturday, they discussed board development, chapter relations basics, financial responsibilities and volunteer development.

CVOP attendees take part in a discussion during Carol Weisman's opening address.

Additionally, there were opportunities for participants to explore programs and subjects in-depth, according to the needs of their chapters.

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AMTA National Office To Move

The AMTA National Office will soon move from its current space to a new location three blocks away. To take advantage of favorable lease arrangements, the staff plans to move September 10-13, 2004.

For several years, the current space has been overcrowded and inefficient. The move will be a welcome relief for AMTA staff and improve the staff's ability to better meet the needs of a growing membership.

There is always a possibility that the move could be delayed, but arrangements are on schedule. Because of the need to move telephone equipment and computer systems, the office will close at 5:30 p.m. Central Time on Thursday, September 9, 2004, and reopen at 1 p.m. Central Time on Monday, September 13, 2004.

AMTA's telephone number will not change, and as always the AMTA Web site will continue to be available 24 hours per day throughout the move.

Thank you for your support during the moving process. We look forward to serving you from the new office space.

AMTA's New Address:

500 Davis St.
Suite 900
Evanston, IL 60201-4695
ph: 847-864-0123 *(unchanged)*

Hands On
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September/October 2004

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

More Philosophies

In the July/August issue of *Hands On*, I shared some of my life philosophies. I'd like to continue with that theme. As always, you are welcome to use and share these additional "mindful" practices:

- All we have is time.
- Choose to come from abundance, by being open to all that life has to offer.
- A person may be viewed as individual parts working together, as one unit or a whole being.
- The body is extremely intelligent.
- Clients have the ability to heal themselves.
- I play a very small part in facilitating another person's healing process.
- Respect and honor the differences in everyone's muscles.
- Most injuries are caused when a person is not mindful of the choices they have.
- The more clients know about themselves, the more opportunities for choice. When people know they have choices about their bodies, they will feel, think and treat themselves differently.
- Opportunities for change are endless.
- Flexibility is the ability to move, stretch and flow with change.
- Trust the system; the universe works in divine order.
- More is not always better.
- My clients show me who I am and in what stage of life I am in.
- I am willing to cry and laugh with my clients.
- Create affirmations that assist in all healing processes.
- Send beautiful thoughts of love to yourself and others by visualizing rainbow bubbles filled with sunrises, sunsets, mountain peaks, ocean waves, beautiful flowers, etc.
- Our planet is so small; we are all connected with each other. When another person dies, one of my cells dies. When a person is born, I create a new cell.
- Everything we do to each other on this planet affects each of us in some way. That is why love is all there is.

Give a gift to others by sharing your philosophies!

Love and Light,

Laurel J. Freeman

Laurel J. Freeman
AMTA President

AMTA Position Statements Test Process On Schedule

In October, the AMTA House of Delegates (HOD) will consider and vote on a proposed position statement about the value of massage for stress relief: **It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective for stress relief.** This proposal completed review and met all board-approved criteria to be considered by the HOD.

You can read the proposed position statement and the rationale behind it on AMTA's Web site. You also can post your comments either for or against this proposal in a position statements proposal area of the "Conference Room" on the Web site: www.nolconferences.com:8080/~amta. Your comments will be available to all members and will be supplied to all delegates who will vote on the proposal in October.

Since this will be a test, the position statement voted on at the October HOD meeting will not become an official AMTA position statement at that time. If it is approved in the HOD, it will return to the 2005 agenda for a consent vote. All proposed position statements submitted by February 1, 2005 will go through the standard review, with those meeting all criteria considered at the 2005 HOD.

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CVOP

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For example, a program fair gave attendees a chance to network with their colleagues. Consultants and AMTA staff were on hand to answer questions on topics such as legal obligations, insurance, the Council of Schools, the Government Relations program, position statements and chapter programs, such as MERT® and sports massage. Representatives of the National Certification Board for Therapeutic Massage and Bodywork®, the AMTA Foundation and the Commission on Massage Therapy Accreditation were present.

A number of people also said that attending CVOP will help them go back to their chapters and enhance their ability to serve its members.

Carol Weisman, known as the "Goddess of Governance," was once again enthusiastically received as the opening keynote speaker. Another return favorite, Leadership Outfitters, guided the participants in a number of interactive activities that can be used with fellow chapter volunteers back at home.

"Attending CVOP for the second year has definitely engrained the role of the volunteer, and how the National [Office] is present for the volunteers and its members. I have received invaluable tools to lead my chapter and board effectively," says New Jersey Chapter President Cheryl Chapman.

AARP Helps Boost Locator Inquiries

The article about the benefits of massage in the July/August issue of *AARP, The Magazine*, boosted the number of inquiries to *AMTA's Find a Massage Therapist*® national locator service to record levels. The publication's circulation of more than 22 million readers certainly helped the cause. Published in early June, with a sidebar referring readers to AMTA's locator service and a link from the AARP Web site, the article pushed inquiries to 25,655 for that month. That's more than double the average monthly number of potential clients using the locator service in AMTA's FY03/04. In July, there were more than 26,000 inquiries!

AMTA worked with the magazine's writers to urge their readers to seek massage therapists who are AMTA members. (This is part of AMTA's Strategic Focus to encourage consumers to seek AMTA members for massage.)

Overall, inquiries to the locator service since March have been 105 percent higher than last year's numbers. More than 96,000 inquiries went through the locator service between March and July.

Are You Listed In *AMTA's Find A Massage Therapist* National Locator?

If you are an AMTA Professional member and haven't included your name in *AMTA's Find a Massage Therapist* national locator service, you may be missing potential new clients. If you are an Associate member, consider upgrading your membership to Professional Active in order to take advantage of this exclusive member benefit. Currently, less than 15,000 AMTA Professional Active members are listed in the service. Those members were able to take advantage of the 52,000 potential new clients who sought massage from an AMTA member in June and July.

Have you received more than five new clients this year through *AMTA's Find a Massage Therapist* national locator service?

If so, AMTA wants to hear from you! Many members have said they receive new clients from the service. The National Office is gathering information on those members who receive the most new clients through the locator service. If you have received five or more new clients through the service this year, call Joseph Schlesinger at 847-864-0123, ext. 133. Or, E-mail him at: jschlesinger@amtamassage.org.

Illinois Chapter Publishes Massage Licensing Act Guide

The AMTA-Illinois Chapter recently published bound copies of the Illinois Massage Licensing Act. The booklet includes the full text of the law, a brief history of its passage, and, to help readers find information more easily, a quick reference guide about the various sections of the law. It incorporates changes to the law through March 2004. An addendum sheet will be added to the booklets soon to reflect a recently passed electronic fingerprinting requirement. All AMTA members in the Illinois Chapter received a copy of the book.

After the Illinois General Assembly passed the licensing law in May 2002, the chapter set in motion a communication strategy to massage therapists statewide, including legislative information sessions around the state, articles on provisions of the law in every issue of the quarterly chapter newsletter, and links to the law and the Illinois Department of Professional Regulation on the chapter's Web site. Publishing the law was part of that comprehensive approach to communication with members in the state.

"Giving our members this user-friendly and attractive reference document sends an important message," says Illinois Chapter President Patricia Benjamin. "Members are our clients, and information is one of the most valuable things the chapter can deliver to them. Dedicated volunteers Jane Neumann (IL), communication committee chair, and Lillian Rivas (IL), a new member who was recently appointed chapter secretary, made this happen."

The chapter also would like to make the booklets available to AMTA members in adjacent chapters who may practice in Illinois and, therefore, need to be familiar with the law and licensing requirements.

AMTA members can request copies from the Illinois Chapter by sending $5 (to cover the chapter's printing and mailing costs) to the chapter office at: 140 N. Bloomingdale Road, Bloomingdale, IL 60108. The chapter also is offering the booklet to non-AMTA members for $10 per copy as a Government Relations Committee fund-raiser, helping to defray the cost of a lobbyist. The law (without the quick reference guide and history) also is accessible from the internet at: www.ildpr.com/who/masst.asp.

Correction:

The phone number for the Illinois Chapter was incorrectly published in the July/August issue of *Hands On*. The correct number is **630-980-4740**.

fingerprints

On The Road With Art Garfunkel

When therapist Eugene Walter (TX) walked into a four-room suite at a Dallas hotel, he had no idea that the client he was about to massage was legendary singer Art Garfunkel. He was just doing his job—Garfunkel responded to Walter's ad in the local *Yellow Pages* that mentioned he does hotel calls and is willing to work offbeat hours.

Reunited again: Garfunkel (left) and Simon.

Never good at recognizing faces, and since Garfunkel gave a pseudonym when he booked the appointment, Walter didn't even know it was Garfunkel until later that evening. But Walter referred to that session as a "therapeutic dance," where everything just fell into place. Garfunkel agreed. He liked the massage so much, he asked if Walter could give him another massage before he left town. "I really like the way we work together," he told Walter.

For Garfunkel, massage is just another element of his relaxation, says Walter. "Early on in his career, he realized how important it was to relax. The first time we met, I was so impressed with him and how he lives in the moment, in the now, with every stroke, to maximize his enjoyment," says Walter, who has been in massage therapy since 1990.

"I have never had a client who was more respectful of massage and massage therapists," Walter, 61, says. "He tells me that what I do makes me as much of an artist as he is." In fact, Walter has an autograph from Garfunkel that is signed, "from one artist to another."

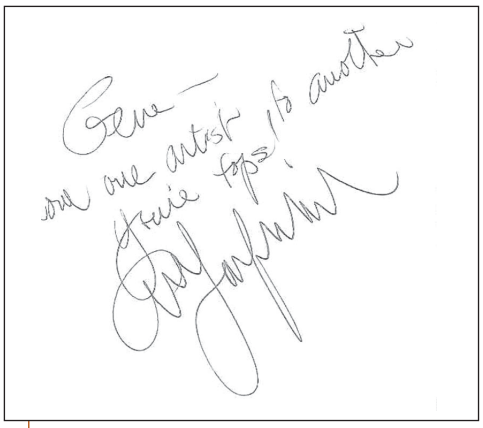
Massage On Tour

Last June, Garfunkel called and asked Walter to come on tour for the Simon & Garfunkel reunion tour.

For 10 days, Walter and his wife, Linda, toured with Simon and Garfunkel. He saw that there was a chair massage station set up for crew members at every show to use. (He suspects Garfunkel has something to do with that.) He massaged Garfunkel as much as two times a day—before sound check, and also after the performance.

When he's being massaged, it's very free-flowing. He knows what he needs worked on—feet, neck, head—whatever it is, he tells Walter what's best. "We are able to read each other remarkably," Walter says.

Walter says he is amazed at how Garfunkel manages the rigors of touring. "He's fit physically and is mentally sharp…he's even-tempered, focused on what he needs to do. He didn't let stress get to him."



Walter says Garfunkel is the most appreciative client he's ever had. In this autograph, Garfunkel wrote: "From one artist to another."

While going on tour was an unbelievable experience, Walter is not sure he would do it again. "It's hard to be in a constantly changing environment, under the gun to perform," he says.

But he is always happy to accommodate Garfunkel at any time. According to Walter, working with someone who is so appreciative of the profession is a pleasure.

—Valerie A. Danner

Hands On Needs You!

Have you recently won an award in recognition for your massage therapy work? Are you spreading the word about massage in your community? Have you achieved an extraordinary feat that you'd like to share with other members? *Hands On* is looking for contributions for its "Fingerprints" section in each issue of the newsletter. Send a brief description or press release ***and a photo*** that can accompany the story to:

Valerie A. Danner
Hands On Managing Editor
American Massage Therapy Association
500 Davis St., Suite 900
Evanston, IL 60201

Or, if you have a digital photo and prefer to send your entry via E-mail, send it to: *vdanner@amtamassage.org*. Please make sure that the digital photo is taken in *high resolution*.

quick tips!

How To Publish Your Own Newsletter

A newsletter can be the perfect marketing tool for massage therapists. "You can offer [your clients] valuable information, and you're communicating with them regularly," says Marilynne Rudick, partner in the company E-WRITE, a consulting company based in the Washington, D.C. area. "Massage therapy is a personal service, and a newsletter is a personal communication, so they fit well together."

The Tips

Know why you're writing it. Start with a mission statement, says Audrey Okaneko, who owns and operates a sales company in Santa Barbara, California. In order to create a statement, Okaneko recommends asking yourself the following question: "How can this newsletter benefit my clients?"

Offer something of value to your readers. According to Okaneko, "As the reader, I don't care about you. I care about me. Give me something for me." A bad newsletter, in her opinion, self-promotes. "The ones that I enjoy have articles about how I can make my life better."

Keep it simple. Streamline your sentences, and be direct. "The biggest mistake in newsletters," says Rudick, "is when people provide too much information—or when they are too long."

Be entertaining. Go ahead, have a little fun with it. Throw in a recipe, a crossword puzzle or a comic strip. "Hopefully, you're setting up a relationship where they look forward to hearing from you," says Rudick.

Be yourself. It's true in your practice; it's true in your newsletter. "You want it to sound like you, your company and your service. It gives you an opportunity to establish a tone and voice that's personal," says Rudick.

Don't forget your contact information! Enough said. They can't contact you if they don't know where to find you.

Adapted from "How To Market Yourself," by Clare La Plante, *MASSAGE THERAPY JOURNAL*, Fall 2003.

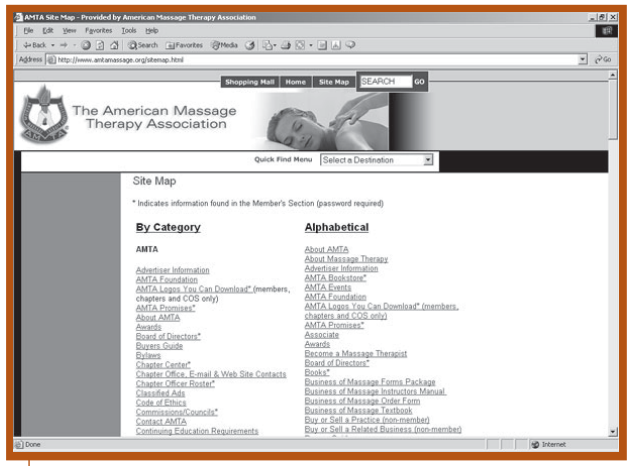
WEB BYTES

How Can I Find Someone Listed On AMTA's Web Site?

Let your fingers do the clicking! Are you looking for a member of the AMTA Board of Directors, or any other of the many volunteer officers? Are you trying to contact a staff member but don't know who to talk to? Are you looking for a contact at your chapter?

Look no more! Here is a handy list of where to locate things on AMTA's site. Remember, when all else fails, try the search engine or the site map. If you still can't find the information, contact *info@amtamassage.org* with your questions.

- **Local Chapter Contacts For Consumers/NonMembers:** Click the "About AMTA" button on the top navigation bar of the home page.
- **Chapter Officers List:** Log in to the "Member Section" and go to the "Chapters" link. From there, click on "Communications," and then the "Chapter Officers Roster."
- **AMTA Board Of Directors:** To view a list of current board members and their titles and locations, click the "About AMTA" button on the top navigation bar of the home page. If you are a member and would like to get contact information for the board, log in to the "Member Section" and link to the "Governance" tab in the left-hand navigation bar.



AMTA's Web site is your link to finding contact information for key AMTA personnel.

- **AMTA Policy Committee Chairs; AMTA Program Committee Chairs, AMTA Special Committee Chairs; Commissions, Councils, COMTA and AMTA Foundation; and Volunteer Assignments/Staff Liaisons:** Log in to the "Member Section" and link to the "Governance" tab in the left-hand navigation bar.
- **AMTA Past Presidents:** Click the "About AMTA" button on the top of the home page.
- **AMTA Government Relations Committee/LLAP; Joint Government Relations Committee:** Log in to the "Member Section" and click on the "Government Relations" link.
- **AMTA School Members E-mail Directory:** Click on the "Schools" tab on the home page menu. You can also access this link from the "Schools" in the "Member Section."
- **AMTA Staff Listings with E-mail Links:** Log in to the "Member Section" and link to "Benefits" section. Next, scroll down toward the bottom of the page and click on the "AMTA Office Contact Guide."
- **AMTA Foundation Board Members:** Visit www.amtafoundation.org.
- **COMTA Board Members:** Visit www.comta.org.

Remember, you can also go to the newly revised site map on AMTA's home page and click "Who's Who?" for a complete list of the above links.

Election Packets To Mail In November

In approximately two months, AMTA Professional Active members will receive their election packets in the mail, and will vote for candidates seeking election to various national board of directors offices. To avoid any potential confusion, I would like to take this opportunity to explain how AMTA's "preferential balloting" system works.

Preferential voting allows each member to select our second, third, fourth, etc., choice should there be more than one ballot counting needed, and should our first choice be a low-vote-getter and not included in subsequent ballots. Since we vote by mail, it is impractical to have a second, third and fourth ballot if the first ballot does not elect a candidate.

AMTA elects four members-at-large to its board of directors. The bylaws state that people are to be elected by a majority vote, (i.e., more than 50 percent of votes cast). It's highly unlikely that any one of four or more candidates would get 50 percent of the vote on the first counting of the ballots. In the 2003 ballot, the highest vote-getter in the first round of counting had only 34 percent of the votes cast.

For example, if we were all sitting in the same room to vote and the first round of voting did not elect a candidate by a majority, a second bal-

Important Upcoming National Mail Ballot Elections Dates

November 1:
Election Packets are mailed to eligible voters.

December 1:
Completed ballots are due.

January 1:
Ballots have been counted and results concluded. The results are held in confidence by the commissioner of elections until the official announcement.

January 1:
Election results are announced by the commissioner of elections.

March 1:
New officers assume office.

March 1:
New call for candidates is issued, cycle begins.

(Note: *Dates scheduled by policy that fall on a Saturday, Sunday or a holiday are moved to the next business day.*)

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Election Packets *continued from page 6*

lot could be created (with the lowest vote-getter removed from the ballot), and we would vote again. We might even need to repeat the process for a third and fourth ballot to elect a candidate with 50 percent of the vote. If my first-choice candidate was the low vote-getter, then I am going to be voting for my second choice on the next ballot, and so on.

Preferential balloting allows your vote to count in each round. Your first choice vote will be counted in each new round of counting, unless your first choice has already helped elect a candidate in a previous round. Then your second choice vote will count. This is why it is important for you to mark a preferential number next to each candidate so that you have a vote in every round of counting.

For further information, you can view a more detailed description about preferential voting on the Web site. Just sign into the member portal and look for the election article.

If you have any questions about our balloting process, please feel free to contact me at: *jemstone@triad.rr.com* or 336-926-1589.

— Jean E. Middleswarth (NC)
Commissioner of Elections

New Recruitment Materials Being Prepared

New materials to explain all the benefits of joining AMTA and the exciting advantages of the streamlined member classifications will be ready this fall. If you, your chapter or your school need AMTA recruitment materials, contact Member Services at the AMTA National Office: 847-864-0123.

Statement Test *continued from page 3*

This is a big step forward for AMTA, as approved position statements will represent the sense of the delegates, who were elected by members in their chapters. (For information about how position statements will be used, see the July/August 2004 issue of *Hands On.*) It also represents a new level of responsibility for delegates as they examine the pros and cons of a proposed position statement. Be sure to check with your chapter regarding upcoming delegate elections, and the opportunity to volunteer as a delegate in the future.

foundation bulletin

AMTA Foundation To Change Name; To Be Called Massage Therapy Foundation

The AMTA Foundation Board of Trustees is pleased to announce that on September 1, 2004, the AMTA Foundation will become the **Massage Therapy Foundation**. AMTA has been visionary in the endeavors it has launched on behalf of massage therapists. As the Sustaining Benefactor of a charitable foundation that works to ensure a healthy future for massage therapy by promoting community service, education and rigorous scientific research, AMTA's far-sightedness is evident.

According to John Balletto, foundation president, the reason for the change was pragmatic. "Despite numerous attempts to overcome the misconception that the AMTA Foundation served only the AMTA and its members, the board of trustees decided to change our name to the Massage Therapy Foundation—a name that reflects the true scope of our work and service to the entire massage therapy profession."

"AMTA members and chapters have always been the foundation's largest individual group of contributors, and it is truly AMTA members who have assured that the foundation has grown and flourished," Balletto adds. "Massage therapists, schools and vendors from many organizations are beginning to support the work of the foundation. As the foundation expands its pool of supporters, it will continue to use your gifts wisely and remain true to its mission. Together, we are building a brighter future for massage therapy."

For more info about the foundation please visit our Web site at: www.massagetherapyfoundation.org.

AMTA Strategic Focus: Creating Consumer Preference for AMTA Members

For more than seven years, AMTA has had active public relations to promote the benefits of massage to consumers, the health-care community, wellness plans and corporations. Embedded in those communications plans were promotion of the professionalism and quality of AMTA members.

As part of its Strategic Focus for this year, the AMTA Board of Directors decided to design a public relations program to create consumer preference for AMTA members. This focus is to help reach our goal for image and awareness—that the public and health-care communities understand the value of massage delivered by AMTA members as a regular part of their lives. This goal is meant to create added value to your AMTA membership.

AMTA staff began implementing a program in late FY 03/04, telling the media, consumers and the health-care community to "Look for an AMTA Member." This first step to create consumer preference was supported by ongoing media contacts and a targeted promotion to 5,000 local newspapers and 6,000 radio stations.

This began in late February, and will continue throughout the year. Standard articles and radio stories explain how to find qualified massage therapists and recommend that consumers "Look for an AMTA Member."

In promotions of National Massage Therapy Awareness Week® (NMTAW) this year, AMTA will continue the approach as we encourage consumers to "Manage Pain with Massage." One aspect of NMTAW has always been that AMTA massage therapists are qualified professionals. With the Strategic Focus given by the national board, all public relations efforts will recommend that consumers "Look for an AMTA Member."

Calendar

2004

October 3-5
AMTA Board of Directors Business Meeting
Nashville, Tennessee
Contact: 847-864-0123, ext. 157

October 6-9
AMTA 2004 National Convention
Nashville, Tennessee
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

October 24-30
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 133

November 1
Election packets mailed to eligible voters

2005

Janurary 18-22
AMTA COS Meeting
Newport Beach, California
Contact: 847-864-0123, ext. 150

Education

It's Not Too Late To Register For National Convention

There's still time to register for the AMTA 2004 National Convention in Nashville, Tennessee, on October 6–9. Seminars are beginning to sell out, so register now to make sure you get into all the classes you want to take. Pre-registration ends September 17.

Is it difficult to take four days away from your practice? We know with your busy schedule that you may not have time to come to the entire convention. So we make it easy for you to attend! You can register for single-session classes on any of the days. Separate tickets also are available for you to go exploring in the Exhibits Marketplace—a 20,000-square-foot hall filled with every kind of practice-enhancing product imaginable. Convention-goers agree that the Exhibits Marketplace is *the* place to stock up on your favorite products, and to learn what's new in the industry.

The No. 1 reason why people attend the AMTA National Convention is for the wide variety of continuing education courses. We offer courses for both beginning and seasoned massage therapists. Here is a sampling of this year's convention offerings:

- Fijian Massage;
- Treating Frozen Shoulder Syndrome;
- Introduction to Trager®;
- Massage for People with Special Needs;
- The Business of Massage.

Register online today at www.amtamassage.org. To receive an official 16-page convention brochure, call Heather Stearns in the National Office at 847-864-0123, ext. 143.

Don't miss the AMTA in Music City, USA!

Upcoming Deadlines

Nov. 1, 2004 — *Jan./Feb. 2005 Issue*
Jan. 3, 2005 — *Mar./Apr. 2005 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 500 Davis St., Suite 900, Evanston, IL 60201-4695

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178

mschwanz@amtamassage.org

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